ORDER

Orders Order / Rev: 69338 9856168 /Brad Alt Order #: Product Desc: Obama for America WHP-TV CBS21 Estimate: Flight Dates: 11/01/12 - 11/05/12 Primary AE: Millennium Washington DC Original Date / Rev: 10/31/12 / 11/07/12 Sales Office: **MNAT** Order Type: **GENERAL** Sales Region: National Name: **Greer Margolis Mitchell** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsic Ave Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Obama/D/President Name: A35+ New Business Thru: Demographic: **Product Codes:** Presidential Elections Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID: Bill Plan **Totals** Rating Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount

Account Executive

10/29/12	11/05/12	46	\$35,940.00	\$30,549.00	November 2012	46	\$35,940.00	\$30,549.00	0.00					
					Totals	46	\$35,940.00	\$30,549.00	0.00					
Account E	Account Executives													

Order %

100%

Start Date / End Date

Millennium Washington DC	Start Of Order - End Of Order		
Order Share	Share	Total	
WHP-TV CBS21	30%	\$35,940.00	•

Sales Office

Sales Region

Order Share	Share	Total
WHP-TV CBS21	30%	\$35,940.00
Market	100%	\$119,800.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	70%	\$83,860.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM		1:00	1	\$120.00 P-2	0.00 NM	1	\$120.00
N 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	СМ	5:00 AM-5:30 AM (5:00 AM-5:30 AM		1:00	1	\$120.00 P-2	0.00 NM	1	\$120.00
N 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:00 AM-6:30 AM (6:00 AM-6:30 AM		1:00	1	\$240.00 P-2	0.00 NM	1	\$240.00
N 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	СМ	6:30 AM-7:00 AM (6:30 AM-7:00 AM		1:00	1	\$240.00 P-2	0.00 NM	1	\$240.00
N 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	СМ	7a-9a	M TF	1:00	2	\$150.00 P-2	0.00 NM	2	\$300.00
N 6	WHP	11/01/12	11/05/12		СМ	9a-11a	S-	1:00	1	\$250.00 P-2	0.00 NM	1	\$250.00

Print Date: 11/07/12 14:30:30 Page 2 of 4

Order / Rev: 69338

Advertiser: Obama/D/President

Alt Order #: 9856168 /Brad Product Desc: Obama for America

Flight Dates: 11/01/12 - 11/05/12 Estimate: WHP-TV CBS21

Ln (Ch	Start	End	Inventory Code		Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
-				CBS This Morning Satu Saturday Early Show	urd:								
N 7	WHP	11/01/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M TF-	- 1:00	2	\$440.00 P-2	0.00 NM	1	\$440.00
Spot 2	WHP	Date Rang 11/01/12-		Description N-F 1230p-2p		t/End Time Op-2p		Weekdays MThF	<u>Lenç</u> - 1:0		Rtg Type 0.00 NM		
		edited Spo	t]										
N 8 V	WHP	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	СМ	2p-3p	M TF-	- 1:00	2	\$400.00 P-2	0.00 NM	1	\$400.00
Spot 2	WHP	Date Range 11/01/12-		Description N-F 2p-3p	Star 2p-3	t/End Time Bp		Weekdays MThF	<u>Leng</u> - 1:0		Rtg Type 0.00 NM		
		edited Spo	t]										
N 9	WHP	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	СМ	3p-4p	M TF-	- 1:00	4	\$390.00 P-2	0.00 NM	4	\$1,560.00
N10	WHP	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	СМ	4p-5p	M TF-	- 1:00	3	\$550.00 P-2	0.00 NM	3	\$1,650.00
N11 \	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	СМ	5p-530p	M TF-	- 1:00	3	\$350.00 P-2	0.00 NM	3	\$1,050.00
N12	WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M TF-	- 1:00	2	\$350.00 P-2	0.00 NM	2	\$700.00
N13 \	WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	СМ	6p-630p	M TF-	- 1:00	3	\$400.00 P-2	0.00 NM	3	\$1,200.00
N14	WHP	11/01/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M F-	- 1:00	1 \$	52,000.00 P-2	0.00 NM	0	\$0.00
Spot 1	WHP See		11/05/12 C ,21.3,21.4,	Description CBS Evening News 21.5,21.6,21.7,21.8,21.9	630	t/End Time p-7p p1.11,21.12		Weekdays MF	<u>Lenç</u> - 1:0	gth <u>Rate</u> 00 (\$2,000.00)	Rtg Type 0.00 NM		
N15	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M TF-	- 1:00	2 \$	61,400.00 P-2	0.00 NM	1	\$1,400.00
Spot 2	WHP			Description N-F 7p-730p		t/End Time '30p		<u>Weekdays</u> M ThF	<u>Leng</u> - 1:0	gth <u>Rate</u> 00 (\$1,400.00)	Rtg Type 0.00 NM		
		edited edited Spo	t]										
N16				M-F 730p-8p M-F 730p-8p	CM	730p-8p	M TF-	- 1:00	2 \$	61,600.00 P-2	0.00 NM	0	\$0.00
Spot 1	WHP	Date Rang 11/01/12-		Description M-F 730p-8p		t/End Time o-8p		Weekdays MThF	<u>Lenç</u> - 1:0	<u>gth</u> <u>Rate</u> 00(\$1,600.00)	Rtg Type 0.00 NM		
2	[Cr	edited Spo		<i>1-F 730p-8p</i>	730:	o-8p		M ThF	- 1:	00 (\$1,600.00)	0.00 NM		
_	Cre	edited edited Spo		, , , сор ор	. 00	- -				σσ(φ.,σσσ.σσ)	0.00		
N17	WHP	11/01/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	СМ	11p-1135p	M TF-	- 1:00	3	\$650.00 P-2	0.00 NM	3	\$1,950.00
N18 \	WHP	11/01/12	11/05/12	Letterman Letterman	СМ	1135p-1235a	M TF-	- 1:00	3	\$280.00 P-2	0.00 NM	3	\$840.00
N19	WHP	11/01/12	11/05/12	Late Late Show Late Late Show/Fergus	CM son	1235a-135a	M TF-	- 1:00	2	\$70.00 P-2	0.00 NM	2	\$140.00
N20	WHP	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M	- 1:00	1 \$	55,500.00 P-2	0.00 NM	0	\$0.00
Spot 1		Date Rang 11/01/12-		escription	Star 9p-1	t/End Time 0p		Weekdays M	<u>Leng</u> - 1:0	gth <u>Rate</u> 00 (\$5,500.00)	Rtg Type 0.00 NM		
	See		21.3,21.4,	21.5,21.6,21.7,21.8,21.9	9,21.10,2	1.11,21.12				,			

Print Date: 11/07/12 14:30:30 Page 3 of 4

Order / Rev: 69338

Obama/D/President

Alt Order #: 9856168 /Brad Product Desc: Obama for America

Advertiser:

Flight Dates: 11/01/12 - 11/05/12 WHP-TV CBS21

Estimate:

Ln Ch Start End Inventory Code	Break Start/End Time	Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
N21 WHP 11/01/12 11/05/12 Thu Reg 2	CM 9p-10p	T	- 1:00	1 \$5,000.00 P-2		10	\$14,850.00
Thu 9p-10p <u>Spot Ch Date Range Description</u> 1 WHP 11/01/12-11/05/12 Thu Reg 2	Start/End Time 9p-10p		Weekdays		Rtg Type 0.00 NM		
See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21. [Preempted by NSM]	9,21.10,21.11,21.12						
2 WHP 11/01/12-11/05/12 NFL RS Game Early (F) Credited [Credited Spot]	1р-4р		Sı	ı 1:00 (\$4,000.00)	0.00 <i>NM</i>		
3 WHP 11/01/12-11/05/12 NFL RS Game Early MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	1р-4р		Sı	1:00 \$4,000.00	0.00 NM		
4 WHP 11/01/12-11/05/12 SEC Prime Game MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	Various		Sa	1:00 \$1,790.00	0.00 NM		
5 WHP 11/01/12-11/05/12 SEC Prime Game MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	Various		Sa	1:00 \$1,790.00	0.00 NM		
6 WHP 11/01/12-11/05/12 Fri Reg 1 MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	8р-9р		F	1:00 \$4,000.00	0.00 NM		
7 WHP 11/01/12-11/05/12 SEC Day Game (h) MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	Various		Sa	1:00 \$700.00	0.00 NM		
8 WHP 11/01/12-11/05/12 SEC Day Game MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	Various		Sa	1:00 \$700.00	0.00 NM		
9 WHP 11/01/12-11/05/12 Face the Nation MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	1030a-1130a		Sı	1:00 \$900.00	0.00 NM		
10 WHP 11/01/12-11/05/12 Face the State (M) MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	1130a-12p		Sı	1:00 \$220.00	0.00 NM		
11 WHP 11/01/12-11/05/12 EM Sun Rotator (M) MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]	8:30 AM-9:00 AM(8:30 A	\M-9:00 Æ	\ Su	1:00 \$350.00	0.00 NM		
12 WHP 11/01/12-11/05/12 M-F 2p-3p (P) See MG 21.13 [Due to Political] Due to Political	2р-3р		M ThF	1:00 (\$400.00)	0.00 <i>NM</i>		
13 WHP 11/01/12-11/05/12 Sa-Su 11p-1130p News MG for 21.12 11/05 [MG within Flight]	11p-1130p		SaSı	ı 1:00 \$400.00	0.00 NM		
N22 WHP 11/01/12 11/05/12 Sat Reg 1 Sat 8p-9p	CM 8p-9p	S	- 1:00	1 \$1,150.00 P-2	0.00 NM	0	\$0.00
Spot Ch Date Range Description 1 WHP 11/01/12-11/05/12 Sat Reg 1	Start/End Time 8p-9p		Weekdays	<u> </u>	Rtg Type 0.00 NM		
See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21. [Preempted by NSM]	9,21.10,21.11,21.12						
N23 WHP 11/01/12 11/05/12 Sat Reg 3 Sat 10p-11p	CM 10p-11p	S	- 1:00	1 \$1,200.00 P-2	0.00 NM	0	\$0.00
Spot Ch Date Range Description	Start/End Time 10p-11p		Weekdays Sa		Rtg Type 0.00 NM		
See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21. [Preempted by NSM]	9,21.10,21.11,21.12						
N24 WHP 11/01/12 11/05/12 Sun Reg 3 Sun 9p-10p	CM 9p-10p		S 1:00	1 \$4,000.00 P-2	0.00 NM	0	\$0.00
Spot Ch Date Range Description 1 WHP 11/01/12-11/05/12 Sun Reg 3 See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21. [Preempted by NSM]	Start/End Time 9p-10p 9,21.10,21.11,21.12		Weekdays		Rtg Type 0.00 <i>NM</i>		

Print Date: 11/07/12 14:30:30 Page 4 of 4

Order / Rev: 69338

Alt Order #: 9856168 / Brad

Advertiser: Obama/D/President

Obama for America

WHP-TV CBS21

Flight Dates: 11/01/12 - 11/05/12

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N25	WHP	11/01/12	11/05/12	SEC Day Game SEC Football Day Gan	CM	Various	S-	1:00	1	\$700.00 P-2	0.00 NM	1	\$700.00
				SEC FOOLDAII Day Gari	ie								
N26	WHP	11/01/12	11/05/12	SEC Prime Game	СМ	Various	S-	1:00	1	\$1,790.00 P-2	0.00 NM	1	\$1,790.00
				SEC Football Night Ga	me								
N27	WHP	11/01/12	11/05/12	NFL RS Game Steelers	s CM	4:00 PM-7:00 PM	S	1:00	1	\$6,000.00 P-2	0.00 NM	1	\$6,000.00
				NFL RS Game Steeler	s	(4:00 PM-7:00 PM)						

Product Desc:

Totals 46 \$35,940.00